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Isaac M. O'Bannon • Aug. 27, 2014

Accounting software and technology provider AccountantsWorld has finished a major redesign to Website Relief, a cloud-based solution that helps accounting firms create websites and virtual offices. The new Website Relief design is intended to make it easier than ever for accountants to build websites that engage and inform both existing and potential new clients.

For over a decade, Website Relief has been a pioneer in helping accountants build fully customized sites that engage and inform new prospects and securely deliver useful tools and information to existing clients. The new Website Relief offers a wide selection of professionally designed themes to allow accountants to design and launch attractive, easy-to-use websites in less time than ever before. Firms can create unlimited pages for their site and add them to their own menus for customized content and navigation.

All Website Relief sites are automatically optimized for display across multiple devices, including mobile phones and tablets. Recent research indicates that over

half of small-business owners now research products and services for their

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Personalize website content with firm logos, custom pages, and uploaded images; Design "sliders" to display a moving banner of multiple images across any page; Include Website Relief's unique interactive Client Survey to gather direct feedback from clients; Add customizable links to Google Maps on the Contact Us page; Insert access to social media platforms such as LinkedIn, Facebook, and Twitter on any page; Review a Dashboard of website statistics, including recent publish dates and versions; Create a blog. Blogs can boost the search relevance of accountants' sites by 30% or more, and Website Relief now delivers fully integrated blogs at no additional charge; Include interactive standard or customizable forms on any page, to collect contact data and engage website visitors; Mark any page as "draft" until it's ready for publishing.

"Ten years ago, AccountantsWorld created the first website builder solution designed exclusively for accountants, and with the brand-new Website Relief, we're proud to continue to provide industry-leading innovation in this vital category," said Sharada Bhansali, AccountantsWorld's co-founder and Senior Vice President. "Our mission with Website Relief remains consistent: to help accountants improve their firms' visibility to new clients and their retention of current clients. Websites remain the most visible and critical vehicle for accounting firms of all sizes to present and differentiate themselves. Any accounting firm looking to improve their growth and retention should discover what separates Website Relief from its competition."

Firm Management • Technology

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